# TELEVISION Forecast

JULY 4 TO JULY 10 INCLUSIVE

WBKB WGN-TV

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*with the Amazing New*

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# Freedom Train To Visit City

MONDAY, July 5 is a special date for Chicago and television stations WBKB and WGN-TV, for on this day America's newest and swiftest medium of communication will help bring the story of the nation's heritage to its citizens as the Freedom Train enters the city.

In preparation for the arrival of the Freedom Train, pictured on the cover of this week's issue, WBKB will televise the climax of rededication Week when its cameras cover the ceremonies and festivities of the Cook County Council of the American Legion at Soldiers Field on Independence Day.

In traditional Fourth of July manner, a gigantic fireworks display will be presented, to be televised for thousands of televiewers unable to attend the event.

Chicago TV stations, to give citizens a look at the famed documents which they can see by touring the Freedom Train, will feature the train's exhibits.

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KUKLA, temperamental star of "Junior Jamboree" on WBKB, is keeping all his gang upset. Until he decides when and where to go for his vacation, none of the Kuklapolitan company can make definite plans.

Fran wants to go home to Iowa, Ollie sighs for the calm and quiet of Dragon Retreat, Vermont, and Fletcher has a very important rabbit convention to attend.

Mercedes has a date with a sunburn at a lake shore camp. Those old troupers, Mme. Oglepuss and Colonel Cracky, worry whether they can keep engagements they have made to appear on the straw hat theater circuit. Beulah Witch has planned an extensive air tour.

They'll be on their way as soon as Kukla makes up his mind.

But the cotton-headed character still hesitates. He belongs, he insists, at the Balaban & Katz station, and doesn't really have any other place to go. His fans are helping solve the problem. The day he started worrying on the 6:30 p. m. program, Catherine Payne, the telvision actress who stands in for the mother Kukla doesn't have, phoned at once to invite him to her home and promised she would cook all his favorite dishes. Other viewers have asked him to share their trips to Florida, farms and lakes!

To keep their friends informed of their adventures, members of the Junior Jamboree cast have promised to send weekly letters to *Television Forecast* during the six weeks they will be absent from WBKB.

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TELEVISION Forecast

A WEEKLY TELEVISION NEWS-MAGAZINE

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*Editor,* Robert A. Kubicek
*Associate Editor,* Patricia Cooper
*Advertising Director,* Roy V. Whiting
*Sales Manager,* Lester Vihon
*Business Director,* Norbert F. Dompke
*Production Manager,* John E. Groenings

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*Television Forecast For*

# SUNDAY

## JULY 4, 1948

## WBKB

**7:30**—BOB STERLING—American Ranger. You'll enjoy this show. (American Television, Inc.)

**8:00**—TELENEWS. Local, national and international news. (Chevrolet.)

**8:30**—THE KNICKERBOCKER SHOW. Chicago's first TV amateur show.

**9:30**—NEWS. Today's World Picture. Highlights of today's important news capsuled for the TV audience.

## WGN-TV

**1:00**—WGN-TV NEWSREEL. Spencer Allen narrating. Repeat showing of previous evening.

**1:10**—PLAYERS OF THE DAY. Ed Cooper conducts pre-game interviews of famous baseball stars from Comiskey Park. (Goodall Clothing Co.)

**1:20**—BASEBALL. Sox vs. Detroit, 1st game of double-header from Comiskey Park. Announcer: Jack Brickhouse. (Old Gold.)

**3:30**—TENTH INNING. Scores of other bames and interviews with Chicago and suburban fans attending the game. (Nelson Bros. Furniture.)

**3:40**—BASEBALL. Second game of Sox vs. Detroit twin bill, with Jack Brickhouse.

**8:00**—WGN-TV NEWSREEL REVIEW. The week's news in review, with Spencer Allen, news chief.

**8:25**—GLOBAL GLIMPSES. Feature films.

**8:45**—CROSS QUESTION. A law suit is enacted in the WGN-TV courtroom in this fictional but realistic studio presentation.

**(Subject to Change)**

# Next Week: Democratic Convention Via Films

Twice-daily WGN-TV presentations of highlights of the national Democratic convention in Philadelphia will be seen on television screens less than 24 hours after they are filmed, through an arrangement with New York Daily News television station WPIX, it was recently announced by Vernon R. Brooks, WGN-TV director of operations.

The films will be flown to Chicago daily during the time the convention is in session. The Democrats will convene the week of July 12.

Film highlights of the Democratic convention will start on WGN-TV July 13, with a ten-minute film scheduled for the afternoon and an additional ten-minute film to be shown at night. A definite time schedule will be announced at a later date.

# Plan First National TV Show September

Chicago's TV stations, WBKB and WGN-TV, will greet two new stations, WNBQ and WENR-TV in September when the Electric Association sponsors the first National Television and Electrical Living show at the Chicago Coliseum September 18-26.

From 11 a.m. to 11 p.m., Chicago and suburban residents will be entertained by on-the-spot televising of feature programs, and exhibits by TV manufacturers, utilities and schools.

The following members of the Electric Association are making arrangements for the event: Felix Van Cleef, president; Fred T. Whiting, treasurer; and A. A. Gray, secretary-manager.

They will be assisted by Harry Alter, director and chairman, and the following directors: W. O. Batchelder, C. G. Bennett, Oliver F. Burnett, Jr.; Kenneth Curtis, A. Eckels, W. E. Guy, M. E. Hill, W. G. Kelley, C. J. Maloney.

Also, Jack Maypole, William T. McCullough, Jr., A. J. McGivern, Theodore Osberg, J. N. Pierce, W. T. Reace, T. J. Reedy, Ralph Sargent, G. L. Seaton, Felix Van Cleef, and D. E. Whiting.

CLEAN PLATERS—That's the name of the club in which Ginger, Ronny and Vicky Schultz enjoy their membership. Daughters of Mr. and Mrs. Clarence Schultz of 3259 N. Keating ave., the children have been doing justice to their meals following the suggestion of Kukla and Ollie, seen regularly on WBKB.

## Pre-Flight Classes Newest TV Stunt

Youngsters with their imagination in the clouds can get their pre-flight preparation by watching Channel 4, the Balaban & Katz station.

WBKB will originate a new educational show, "American Tele-Flyers," July 7 at 7:30 p.m., when Phil Groh and Beverly and Hill Carruth give actual instruction in flying an airplane. Before the studio orthicons, a young student will climb into a Link trainer and learn how to maneuver it, following directions from a control tower which is being equipped by Halicrafter.

Loraine Larson produces the show for WBKB.

## Install 750 Sets Weekly

More than 25,000 television sets are now tuned to Chicago video stations, and new ones are being installed at the rate of approximately 750 a week. Chicago is the only city in the nation where an accurate accounting is kept of the number of television sets in use, and advertisers know exactly how large an audience they are able to reach through the sight-sound medium.


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*Television Forecast For*

# MONDAY
# JULY 5, 1948

## WGN-TV

**1:00**—WGN-TV NEWSREEL REVIEW. Special showing in this series. (Bendix-Aviation)

**1:10**—PLAYER OF THE DAY. Meet a big league ball star, with Ed Cooper as MC. (Sunbeam)

**1:20**—BASEBALL. Sox vs. St. Louis, first game of double-header from Comiskey Park; Jack Brickhouse describing the game. (Old Gold)

**3:30**—TENTH INNING. Between games meet the fans and hear scores of other games. (Nelson Bros. Furniture.)

**3:40**—BASEBALL. Sox vs. St. Louis, second game. Jack Brickhouse announcer.

**7:30**—WONDER HOUSE. Two Ton Dick Baker, his marionette counterpart, Half Ton; Art Nelson, films, music. A show for the whole family.

**8:00**—WGN-TV NEWSREEL. Spencer Allen narrating.

**8:10**—TELEVISION TELEVISED. Short film showing how Television operates. (Austin Engineering Co.)

**8:15**—SPORTSMEN'S CORNER. Film and interview with local sports celebrity. Of interest to men and women, boys and girls.

**8:30**—MEN ARE GODS. Another in a series of Alexander Korda films. This show stars Miriam Hopkins and Rex Harrison.

## WBKB

**10:30**—WOMAN'S WORLD—One hour show for the women. Go Shopping with Dinny. Meet outstanding Chicago women. Directed by Beulah Zachary, with Shan and Kay, figure experts.

**6:30**—JUNIOR JAMBOREE with Kukla, Fran and Ollie. Burr Tillstrom is the man behind these puppet characters. A show for all. (RCA Victor.)

**7:30**—PEEK AND TELL. (Deep Freeze Div. Motor Products Corp.)

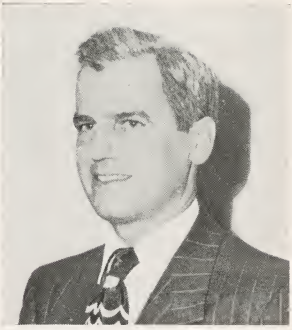
**7:50**—TELENEWS with Jim Ameche narrating. (Canadian Ace).

**8:00**—FILM. To be announced.

**8:30**—WRESTLING. From Midway Arena; annuncer, Russ Davis. Grunt and groan matches, fun for all the family (Harry Alter & Co.)

**10:30**—NEWS. Today's World Picture.

**(Subject to Change)**



**OPERATIONS—Here is Robert Hibbard, WGN-TV's assistant operations manager, a behind-the-scene personality who helps make your television shows enjoyable.**

## Sororities, Fraternities Compete Over WBKB

Chicagoans like to try to stump their neighbors.

Over 2,000 of them each week seek to do it by television when they send their ideas for puzzlers to Ed Roberts, the MC who keeps the peace when sorority and fraternity teams compete on Telecharades. They are seen at 8 p.m. Fridays on WBKB, the Balaban & Katz station.

The audience gets its innings at the close of the show. From the letters received during the previous week, Roberts selects a winner which both identifies correctly the charade shown on the air, and suggests the best new stumper. He then acts out the idea submitted by this member of the audience.

The show enlists the highest response of any in television history, Don Meier, WBKB producer, believes, for nearly one out of every 10 set owners enters the charade competition each week.

### TV Booming in Chicago

It is estimated more than 62,000 TV sets will be in use in Chicago and suburban homes before January, 1949.

# WNBQ Plans Special Features for Chicago

Chicago televiewers soon to see NBC's station WNBQ will be entertained by special features now being organized by the New York offices of NBC. Appointment of Russ Johnston, vice-president of McCann-Erickson, as director of the new service, was recently announced.

Johnston started in radio in 1923 in Oklahoma, leaving for California in 1930 where he entered the radio transcription business, then just starting. Later he joined CBS and headed its Hollywood program department before coming to New York for McCann-Erickson.

## Sox Play Two Games

A doubleheader is scheduled at Comiskey Park July 5 when the Sox play St. Louis. The next day, the local team will play a night game. WGN-TV televises all Sox games.


Best Bet

**HARNESS RACING**

Every night except Sunday at

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Every Tuesday night on

**TELEVISION**

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See the sulky sport of thrills . . . The nation's top trotters and pacers competing out under the bright lights. Pari-mutuels with daily double.

**MAYWOOD PARK**

North Avenue at River Road


*Television Forecast For*

# TUESDAY JULY 6, 1948

## WBKB

**10:30**—WOMAN'S WORLD. A full one hour program. Fashions. Pets in the Home (Clare DiMaggio and Collie Mac), and Shopping with Dinny. Directed by Beulah Zachary.

**6:30**—JUNIOR JAMBOREE with Kukla, Fran and Ollie. A puppet-character show for kids 1 to 101. Fran is your old friend, Aunt Fanny of the radio Breakfast club. (RCA Victor)

**7:30**—FILM. To be announced.

**7:50**—TELENEWS. Jim Ameche narrating. (Canadian Ace.)

**8:00**—BUD YOUNG and RICHY VICTOR show.

**8:10**—FILM. To be announced.

**8:20**—MIDGET BOXING. The flea weights tangle. It's fun! Described by Jim Ameche. (Reed Candy Co.)

**8:30**—HARNESS RACING. From Maywood Park, WBKB brings you sulky racing, trotting and pacing, described by Joe Wilson.

**11:00**—NEWS. Today's World Picture.

## WGN-TV

**1:00**—WGN-TV NEWSREEL. Repeat showing of previous evening. (Bendix Aviation)

**1:10**—FILM short. To be announced.

**2:45**—TWO-TON BAKER. TV's biggest man.

**7:30**—WONDER HOUSE. Art Nelson's marionettes mix it with Dick Two Ton Baker. Films and music.

**8:00**—WGN-TV NEWSREEL. Local, national and international news. Spencer Allen announcer.

**8:10**—PLAYERS OF THE DAY. Ed Cooper introduces you to a leading ball club player before the game is televised.

**8:20**—NIGHT BASEBALL. Sox vs. St. Louis from Comiskey Park, with Jack Brickhouse announcing. (Old Gold.)

**10:15**—TENTH INNING. Baseball roundup, scores of other games, and interviews with the fans from Sox park. (Nelson Bros.)

**(Subject to Change)**

# Hal Stark Likes to Sample Cakes; But Then Who Doesn't?

Hal Stark is the announcer on the "Barbara Barkley" show who doubles as official taster, obligingly and unobtrusively asking all the proper and appropriate questions, who disappears for the work but is always on hand for the cake cutting. In short—the typical "man about the house."

A WGN staff announcer, Stark took naturally to television because of his varied and versatile dramatic background via the New York stage and motion picture work, highlighted by a stint as leading man for Mae West on her last personal appearance tour before the war.

Stark recalls his first meeting with Mae West as one that "made quite an impression." Introduced by her manager to try out for a part in the company, he was naturally very anxious to make the grade and in his eagerness stumbled on a rug as he entered the room and came very near to falling flat on his face. The situation was so hysterically funny to Miss West that she never stopped laughing during his entire try-out—but he got the part.

Born and educated in Granite City, Ill., his interest in speech and dramatics dates back to his early boyhood, when he won five state and two national championships in dramatic reading contests while still in high school. He attended Westminster College in Fulton, Mo., where his tuition was paid by a speech scholarship, and earned additional funds by operating a laundry concession.

After two years he quit college and went to St. Louis where he appeared with the Municipal Opera in light musicals. He intended to return to college but was offered a chance to go to New York to appear in movies for Paramount and snapped up the offer instead. During that time he appeared on the New York stage and also did radio work.

(*Continued on page* 14)

**EDITING WGN-TV NEWSREEL—Spencer Allen (left) is shown above with his newsreel staff editing local, national and international events to be televised. With him are Charles Gekler, photographer; Leonard Bartholomew and Felix Kubik Jr. (standing) and Fred Giese, photographer. The films are projected on a small wall screen while being edited.**

**SOFTBALL TEAMS TRAIN—Here are members of the All-American Girls Baseball League, televised regularly on WBKB when they play in Chicago, photographed while training. The League is headed by Max Carey, player-coach-manager for 24 years.**

# Joe Wilson Tells Why He Hates to Miss Auto Races

"In all my years of sports reporting I don't know when I got a bigger thrill!" That was Joe Wilson's reaction to his first telecast of a midget auto race, several weeks ago at Soldier's Field. "It has color, thrills, chills and spectacle. And the noise!" When the races were over Joe was exhausted, but ecstatic. "Believe me," he said, "this is one event I missed! I never knew those doodlebugs could be so exciting!"

Wilson's reaction was typical of most sport fans. Unimpressed by reports of how exciting midget races are, they come the first time in a skeptical mood. But after that first night of pandemonium they praise the midgets to the skies.

In addition to those who can't get out every Saturday in person, the Soldier Field midgets are winning thousands of new fans via WBKB's exclusive telecast of the event. Teddy Duncan has already shot into the lead and is fighting to win his third Chicago championship. In addition, the track is longer and faster. More than $20,000 was spent improving the track and the races this year are under the auspices of the American Automobile association.

Although Wilson got a great personal kick out of broadcasting the races, he also found it one of the toughest events to cover. "A monitor is of little value, and a spotter is of no use at all," he explained. "Those $8,000 mites go by so fast there is only one way to catch them—and that is to get their numbers as they pass in profile on the far side of the track." And to memorize each of the thirty-odd drivers who appear each Saturday night, Wilson has to spend as much time as possible at the track watching time trials.

Noise also adds to the difficulty of covering the event. In television, the announcer, camera operators and remote director must all have clear communication, but the cars create so much racket that no one can hear anyone else. "We just keep our fingers crossed and hope that I'm talking about the same thing the cameras are showing," Wilson says.

Wilson has seen just about every sport in America and has broadcast or telecast many of them, but of all the various types of athletes he has seen, he has the greatest respect for the

(*Continued on page* 11)

*Television Forecast For*

# WEDNESDAY JULY 7, 1948

## WGN-TV

**1:00**—WGN-TV NEWSREEL. Repeat showing of newsreel of previous night. (Bendix Aviation Co.)
**1:10**—PLAYERS OF THE DAY. Ed Cooper with pre-game interview of leading ball club star. (Goodall Clothing Co.)
**1:20**—BASEBALL. Chicago Cubs vs. Cincinnati, described by Jack Brickhouse from Wrigley field.
**3:30**—TENTH INNING. Scoreboard, and interviews with fans attending today's game. (Nelson Bros. Furniture.)
**4:00**—AT HOME WITH BARBARA BARKLEY. Homemaker's tips, hints and helpful suggestions, televised direct from a leading downtown department store.
**7:30**—WONDER HOUSE. Dick "Two Ton" Baker, his marionette pal, Half Ton, Art Nelson and puppets, cartoons and music.
**8:00**—WGN-TV NEWSREEL. Late news filmed and edited by the Channel 9 staff.
**8:10**—SPORTSMEN'S CORNER. Sports films and interviews. Excellent all-around show.
**8:30**—FILMS. To be announced.
**9:00**—CLUB TELEVISION. Variety show with Jerry Kaufherr as Master of Ceremonies, and music by Bob Trendler's band.

## WBKB

**10:30**—WOMAN'S WORLD. Meet Edna Wolf and Go Shopping with Dinny, in this one-hour show for the women of Chicago and suburbs. Beulah Zachary director.
**12:55**—BASEBALL TELEQUIZ. Play it, TV's latest ball game.
**1:10**—MEET THE PLAYERS. Here is your chance to get a closeup of your favorite ball club star.
**1:25**—BASEBALL. From Wrigley field, Joe Wilson describes today's game between the Cubs and Cincinnati Reds. (Ford Motor Co. and Chicago Dealers.)
**6:30**—JUNIOR JAMBOREE with Kukla, Fran and Ollie. You'll see why this is the country's leading TV show. Staged by Burr Tillstrom. (RCA Victor.)
**7:30**—AMERICAN TELE-FLYERS.
**7:50**—TELENEWS with Jim Ameche narrating. (Canadian Ace.)
**8:00**—PARS, BIRDIES, and EAGLES St. Andrews Mission Hills and Indian Head. Golfers will like this sports show.
**8:30**—WRESTLING. From the Rainbo arena, Russ Davis describes tonight's grunt-groan card. (Edelweiss Beer.)
**10:30**—NEWS. Today's World Picture.

**(Subject to Change)**

# *Notes from Readers . . . .*

Owners of TV sets are invited to write this magazine. Below are excerpts from recent letters received.

---

Sirs:

Having just received my RCA 721 TCS I am interested in having your magazine sent to me. I am still operating with a temporary aerial, about 6 feet of lamp cord, and getting marvelous reception. Having been a "pioneer" in crystal set days, I feel like one now with television.

CHICAGO — JACK P. ERSCHEN

Sirs:

. . . One after another we read it through and through, then comment on its meaty information. Daily it is referred to for programs, and weekly it is filed safely away with past issues to be bound later into a permanent volume.

CHICAGO — WILBUR F. HIGGINS

Sirs:

Would love some information on Fran Allison (Junior Jamboree, WBKB) . . . her age, whether she is married or single. Really enjoy *Television Forecast* more than I can say. When my copy comes everything stops until I have read it.

LANSING — MRS. J. CURRIER

Sirs:

. . . Most handy and very interesting. We sincerely hope your staff keeps up the good work. The article about getting televiewers interested in baseball particularly interested me because I am a new fan. My husband has been teaching me how to keep score, and believe me there is no better way to understand the game.

CHICAGO — MRS. J. O. PRICE McSHANE

## To Enter TV Field

David O. Selznick, famed producer of "Gone With the Wind," according to reports received here, has been studying television for three months in New York. Selznick plans to enter video work at an early date.

# Joe Wilson Tells Why He Likes Auto Races

(*Continued from page 9*)

midget drivers. He found them a type apart from other athletes. Usually in their thirties, they are mature, phlegmatic, fatalists to a degree. Many of them have seen friends die on the track. They know they can make only one mistake. The code of honor between them is extraordinarily high. Not even the most diehard midget fan can appreciate how truly grim and dangerous the game is until he gets in one of those high-powered cars and does a turn on the oval himself.

"You can talk about your football star, or your baseball star, or your fight champion—but for sheer, downright courage, I'll tip my hat to the guy who gets out there in a midget car and throws his life up for grabs once a week." That's the way Wilson feels about it. "I feel a little ashamed of myself at having discovered the midgets so late. And now that I have become a diehard fan in one night I almost wish I could just sit in the stands and be a spectator."

WBKB does an exclusive full coverage of the midgets every Saturday night starting at 8:30. Cameras under Harry Birch are placed so that viewers never miss action on any part of the track. One of the most sensational shots seen in the history of Chicago television was that caught by Wade Parmelee several weeks ago just as Mel Hansen had crossed the finish line, placing third in the 40-lap final event. Hansen's car threw a wheel. Parmelee's camera caught the car as it spun into a tight closeup; then a second camera caught the car as it slammed up against the retaining wall.

The intimacy of television then caught a tremendous human drama all of which unfolded in a few short seconds. Viewers saw a closeup of Hansen's terrified face. Still clutching the wheel tensely, he sat there in surprise and awe, not quite realizing that he hadn't tipped over or been hurt. Then he relaxed, took off his cap and smiled! The smile of a mighty thankful man!

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For here's the easy, convenient way to enjoy television in your home without hurting your budget! PAY-AS-YOU-SEE gives you a full hour of television entertainment for only a quarter. Costs less than a nickel a day to install! Come in today!

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*Saturday until 6:00 P.M.* *Closed Sunday*

*Television Forecast For*

# THURSDAY

# JULY 8, 1948

## WBKB

**10:30**—WOMAN'S WORLD. Learn some smart cooking tips, with Mary Martenson. Sewing hints from Carson's, and Go Shopping with Dinny. A full one-hour show for the women.

**11:35**—KIDDIE PARADE. Kiddie stars on TV, and a real live Clown.

**12:55**—BASEBALL TELEQUIZ.

**1:10**—MEET THE PLAYERS. Here is a chance to meet a big time ball club star over WBKB.

**1:25**—BASEBALL. Cubs vs. Cincinnati Reds, from Wrigley field, with Joe Wilson describing today's game.

**6:30**—KUKLA, FRAN and OLLIE in Junior Jamboree. Fran has an evening of fun with the puppet-characters of Burr Tillstrom. (RCA Victor.)

**7:30**—FILM. To be announced.

**7:50**—TELENEWS. Jim Ameche narrator. (Canadian Ace.)

**8:00**—ADMIRAL MOVIE THEATER OF THE AIR, with Franklyn MacCormack. (Admiral Corp.)

**9:30**—NEWS. Today's World Picture.

## WGN-TV

**1:00**—WGN-TV NEWSREEL. Showing of previous evening. (Bendix Aviation.)

**1:10**—PLAYERS OF THE DAY. Pregame interviews by Ed Cooper. Meet the big leaguers. (Goodall Clothing Co.)

**1:20**—BASEBALL. Cubs vs. Cincinnati. Jack Brickhouse announcing from Wrigley field. (Old Gold.)

**3:30**—TENTH INNING. Roundup of scores and interviews with fans. (Nelson Bros. Furniture.)

**4:00**—AT HOME WITH BARBARA BARKLEY. You'll like this homemaker's show for up-to-the-minute recipes, household tips, etc. The show is televised direct from a leading department store. (Milnot.)

**7:30**—WONDER HOUSE. Displaying the wondrous qualities of Dick Baker's magic house. For kiddies 2 to 102.

**8:00**—WGN-TV NEWSREEL. Spencer Allen describes local, national and international news.

**8:10**—SPORTSMEN'S CORNER. Paul Fogarty with sports news and oddities.

**8:30**—WRESTLING MATCHES. From the Madison Athletic club, Jack Brickhouse describes tonight's grunt and groan card. (Tavern Pale.)

**(Subject to Change)**

# Incurables Enjoy TV, Especially Two-Ton

WGN-TV cameras bring the Sox and Cubs baseball games to an entirely now group of baseball fans who have been added to the ranks of lovers of the "great American game." They are the 265 persons living in the Chicago Home for Incurables at 5535 Ellis Avenue, to whom a television set was recently donated that they might see the wonders of the outside world.

Baseball is not the only thing they enjoy, however. Director L. N. Bittinger says that one of the favorite programs is "Wonder House," WGN-TV's daily hour children's show starring "Two Ton" Baker. Elderly patients in wheel chairs group around the set to watch the antics of the marionettes and to hear "Two Ton" sing and play with as much enjoyment as a gang of neighborhood kids. Although the set was installed on the men's floor (due to architectural problems), every one of the inhabitants has taken turns watching the many programs, with sports being the main attraction for most.

Confined to sedentary positions or walking about, the patients feel that an entirely new world has been opened to them through this new medium. It makes them feel young again because it has awakened new interests, a successful prescription for happiness which any physician would recommend.

## Golf Pros TV Guests

Lift the chandelier, roll back the rug, and shove the furniture out of the way, the golf pros have moved into the living room.

Three golf clubs, St. Andrews, Indian Head and Mission Hills have turned to television to increase their summer business. They now sponsor "Pars, Birdies and Eagles" on WBKB, the Balaban & Katz station, at 8 p.m., Wednesdays.

To teach viewers how to better their game and thus have more fun on the fairways, pros and guest stars demonstrate their techniques each week. Beulah Zachary produces and directs the show.

# One Year in TV Equal to Five on "Outside"

The night had gone all wrong. WBKB's crew was fractious, the slide projector jammed, the film broke in the middle of the best movie the station had shown in months. The director was so tense and grim that some sympathetic soul went to the drug store and bought a bottle of Pepto-Bismol. After the director had her portion she set the bottle down in plain view of the staff. Before the night was over everyone had a slug and the bottle was empty.

Now, Pepto-Bismol is standard equipment in that station's control booth. In fact, a complete kit of ulcer sedatives has been supplied by various staffers, particularly those who have seen a year's service. (A year in television is considered equivalent to five years in any other business except smuggling.)

The kit includes: Pepto-Bismol (the large size), pheno-barbital, adhesive tape, band-aids, iodine, aspirin and milk of magnesia.


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**LELAND HOTEL**

AURORA, ILLINOIS

(ONE HOUR FROM CHICAGO'S LOOP)


*Television Forecast For*

# FRIDAY JULY 9, 1948

## WGN-TV

**1:00**—WGN-TV NEWSREEL. Repeat showing of previous evening. (Bendix Aviation.)

**1:10**—PLAYER OF THE DAY. Meet a big time ball club star, with Ed Cooper. (Sunbeam.)

**1:20**—BASEBALL. Cubs vs. Pittsburgh. Jack Brickhouse brings you today's game from Wrigley field.

**3:30**—TENTH INNING. Meet the fans, and watch scores of other baseball games. (Nelson Bros. Furniture.)

**7:30**—WONDER HOUSE. Dick Baker, Half-Ton his marionette pal; Art Nelson, cartoons and music. A show for the whole family.

**8:00**—WGN-TV NEWSREEL. Local, national and international news. Spencer Allen narrating.

**8:30**—FILMS. To be announced.

**9:00**—BOXING. Amateur bouts from Madison Athletic club, with Jack Brickhouse announcing.

## WBKB

**10:30**—WOMAN'S WORLD. Fashions, American Medical Association, and Shopping with Dinny, all on this one hour show for the women of Chicago and suburbs, directed by Lorraine Larson.

**12:55**—BASEBALL TELEQUIZ.

**1:10**—MEET THE PLAYERS. Pre-game interviews from Wrigley field.

**1:25**—BASEBALL. Cubs vs. Pittsburgh Pirates. Announcer Joe Wilson will describe today's game. (Ford Motor Co. and Chicago dealers.)

**6:30**—KUKLA, FRAN and OLLIE in Junior Jamboree. Puppet-characters so real you will be amazed. Lots of laughs for all the family.

**7:30**—FILM. To be announced.

**7:50**—TELENEWS with Jim Ameche narrating. (Canadian Ace.)

**8:00**—TELE-CHARADES with Ed Roberts. The TV audience can play this game. It's zany.

**8:30**—FILM. To be announced.

**8:45**—AT OUR HOUSE. Jim and Edie Dexter set the pace of this family scramble.

**9:00**—NEWS. Today's World Picture.

**(Subject to Change)**

*Television Forecast For*

# SATURDAY

## JULY 10, 1948

### WBKB

**12:55**—FILM. To be announced.
**1:10**—MEET THE PLAYERS.
**1:25**—BASEBALL. Cubs vs. Pittsburgh Pirates from Wrigley field. Announcer Joe Wilson. (Ford Motor Co. and Chicago dealers.)
**7:30**—WESTERN FILM.
**8:30**—MIDGET AUTO RACING from Soldier Field, described by Joe Wilson.
**11:00**—NEWS. Today's World Picture.

### WGN-TV

**1:00**—WGN-TV NEWSREEL. Additionally scheduled program in this series. (Bendix Aviation Corp.)
**1:10**—PLAYERS OF THE DAY. Pregame interviews conducted by Ed Cooper. (Goodall Clothing Co.)
**1:20**—BASEBALL. Jack Brickhouse announcing today's game between Cubs and Pittsburgh, from Wrigley field. (Old Gold.)
**3:30**—TENTH INNING. Scores and interviews with fans. (Nelson Bros.)
**8:00**—WGN-TV NEWSREEL. Spencer Allen narrating.
**8:10**—FEATURE FILM.
**(Subject to Change)**

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TV TOPICS—An ordinary remote pickup in radio can be handled by one technician with equipment he can carry in a satchel. . . . In television, a remote job requires 9 men, a van full of equipment, and elaborate preparations for camera setups, power supply, and connections by coaxial cable or radio relay. . . . Each of the three Oak Park fire stations have telereceivers where firemen, in their leisure, keep up on the latest local and national news. . . . Which accounts for the number of villagers visiting the fire houses lately.

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## Tort Recipe Wins Prize

Mrs. J. Venchus of 3002 S. Kostner Ave., Chicago, was a recent winner in WGN-TV's Barbara Barkley contest. Mrs. Venchus supplied a prize recipe for orange tort, winning an electric mixer.

## Hal Stark . . . . .

(*Continued from page* 8)

Just as he was beginning to gain recognition, the Army overtook him. Starting out as a private in the infantry, he went overseas as a replacement officer in the Tunisian campaign and, working under Andre Baruch, helped in the setting up of the first Armed Forces Radio Service, which installed, maintained and operated a network of 26 radio stations from Casablanca to the 5th Army front.

Dramatic and unusual experiences were routine events during those days, with the Germans jamming his frequency during a baseball relay from New York, a wire recorder broadcast from a B-25 over Northern Italy while the Germans were holding the area, the announcement over a full Mediterranean network that the war in Italy was over, and the first broadcast of the Pontifical Mass from St. Peter's in Rome on Christmas Eve.

Discharged in November of 1945, he worked as announcer for a small radio station in Southern Illinois before coming to WGN in April, 1947.

Today Hal follows a stiff schedule, shuttling between his regular radio assignments and his new-found oyster, Television, leaving little time for hobbies. But judging from the growing bag of fan mail on the "Barbara Barkley" show, Hal may soon be forced to take up reading as his hobby.

## Cubs At Home This Week

The Cubs will play Cincinnati July 7 and 8 at Wrigley field, winding up the week with a three day battle against Pittsburgh. Cubs games are televised by WBKB and WGN-TV.

## Test Pattern and Music

Test pattern and music will be broadcast for fifteen minutes preceding each WBKB program, also test signals from 9 a.m. to 12 noon, and 1 p.m. to 5 p.m. except Sundays and during program hours.

## Telefans Know Sponsors

Identification of sponsor survey, conducted by Gourfain-Cobb agency, showed 94.8 per cent of owners named Motorola the sponsor of boxing shows.

*Channel* **4**—CAST

## Women's World - - - 10:30 a.m.

*Mon. thru Fri.—Fashions, Food and Household Hints*

## Midget Auto Racing - - 8:30 p.m.

*Thrills direct from Soldiers Field*

## Tele-Charades - - 8:00 p.m. Fri.

*Kids Match Wits; Ed Roberts emcees*

## Harness Racing - - - 8:30 p.m. Tues.

*Maywood trotters set a fast pace*

# WBKB

Balaban & Katz

*Channel* **4**

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